



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 966056-2 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12 |

| Station | Account Executive | Sales Office | Sales Region |
|---------|-------------------|-----------------|--------------|
| WPBF | Mica Hansen | HRP -Washington | National |

| Advertiser | Product | Estimate Number |
|---------------------|------------------|-----------------|
| RPOF/3PAC/Bogdanoff | RPOF 3PACK B,G,G | BULLYING |

| Flight Dates | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/23/12 - 11/05/12 | 966056 | 06387640 |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast | Cash | |

| Special Handling |
|------------------|
| |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
| | | |

| Agency Ref | Advertiser Ref |
|------------|----------------|
| | |

| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|----------|--|-----------------|----------------------------|-------------------|-----------------------|----------------|----------------|----------------|-------------|
| 1 | 11/05/12 | 11/05/12 | WPBF News 25 Mornings6-7AM | | 1----- | :30 | 1 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/05/12 | 11/11/12 | 1----- | 1 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 11/05/12 | 6:28 AM | WPBF News 25 Mornings | 6-7AM | :30 | MS3TV-12-007HD | \$550.00 NM |
| 2 | 10/29/12 | 10/30/12 | WPBF News 25 Mornings6-7AM | | MT----- | :30 | 2 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 6:42 AM | WPBF News 25 Mornings | 6-7AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 2 | WPBF | Tu | 10/30/12 | 6:30 AM | WPBF News 25 Mornings | 6-7AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 4 | 11/05/12 | 11/05/12 | Good Morning America 7-9AM | | 1----- | :30 | 1 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/05/12 | 11/11/12 | 1----- | 1 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 11/05/12 | 8:55 AM | Good Morning America | 7-9AM | :30 | MS3TV-12-007HD | \$550.00 NM |
| 5 | 10/29/12 | 11/02/12 | Good Morning America 7-9AM | | MTWTF-- | :30 | 5 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MTWTF-- | 5 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | 7:29 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 7:29 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 3 | WPBF | W | 10/31/12 | 8:54 AM | Good Morning America | 7-9AM | :30 | MS3TV-12-007HD | \$550.00 NM |
| 5 | WPBF | Th | 11/01/12 | 8:47 AM | Good Morning America | 7-9AM | :30 | MS3TV-12-007HD | \$550.00 NM |
| 4 | WPBF | F | 11/02/12 | 7:59 AM | Good Morning America | 7-9AM | :30 | MS3TV-12-007HD | \$550.00 NM |
| 7 | 11/05/12 | 11/05/12 | Dr. Oz M-F 9-10a | 9-10a | 1----- | :30 | 1 | \$450.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 11/05/12 | 11/11/12 | 1----- | 1 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 11/05/12 | 9:38 AM | Dr. Oz M-F 9-10a | 9-10a | :30 | MS3TV-12-007HD | \$450.00 NM |



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| Advertiser | | Product | Estimate Number |
| RPOF/3PAC/Bogdanoff | | RPOF 3PACK B,G,G | BULLYING |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/Week | Rate | Type |
|--|-------------------|-----------------|----------------------------------|-------------------|--------------------------|----------------|------------|----------------|------------------------|
| 8 | 10/29/12 | 10/30/12 | Dr. Oz M-F 9-10a | 9-10a | MT----- | :30 | 2 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | 9:38 AM | Dr. Oz M-F 9-10a | 9-10a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 9:13 AM | Dr. Oz M-F 9-10a | 9-10a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 10 | 10/29/12 | 10/30/12 | 10-11a Anderson Cooper 10-11a | 10-11a | MT----- | :30 | 2 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 10:40 AM | 10-11a Anderson Cooper | 10-11a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 2 | WPBF | Tu | 10/30/12 | 10:22 AM | 10-11a Anderson Cooper | 10-11a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 12 | 10/30/12 | 11/02/12 | WPBF News 25 @ Noon 12pm-1230pm | 12pm-1230pm | -TWTF-- | :30 | 2 | \$350.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | -TWTF-- | 2 | \$350.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | W | 10/31/12 | 12:26 PM | WPBF News 25 @ Noon | 12pm-1230pm | :30 | MS3TV-12-007HD | \$350.00 NM |
| 1 | WPBF | F | 11/02/12 | 12:28 PM | WPBF News 25 @ Noon | 12pm-1230pm | :30 | MS3TV-12-007HD | \$350.00 NM |
| 14 | 10/29/12 | 10/30/12 | 1230-1P Access Hollywood 1230-1p | 1230-1p | MT----- | :30 | 2 | \$350.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$350.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | | 1230-1P Access Hollywood | 1230-1p | :00 | | \$350.00 NM |
| | | | | | Credited | | | | |
| 1 | WPBF | Tu | 10/30/12 | 12:47 PM | 1230-1P Access Hollywood | 1230-1p | :30 | RPOFNH101TVFL | \$350.00 NM |
| 16 | 10/29/12 | 10/30/12 | THE CHEW 1P-2P | 1P-2P | MT----- | :30 | 2 | \$550.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 1:30 PM | THE CHEW | 1P-2P | :30 | RPOFNH101TVFL | \$550.00 NM |
| 2 | WPBF | Tu | 10/30/12 | 1:30 PM | THE CHEW | 1P-2P | :30 | RPOFNH101TVFL | \$550.00 NM |
| 18 | 10/29/12 | 10/30/12 | GENERAL HOSPITAL GENERAL HOSPIT | GENERAL HOSPIT | MT----- | :30 | 2 | \$900.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$900.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | 2:25 PM | GENERAL HOSPITAL | GENERAL HOSPIT | :30 | RPOFNH101TVFL | \$900.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 2:24 PM | GENERAL HOSPITAL | GENERAL HOSPIT | :30 | RPOFNH101TVFL | \$900.00 NM |
| 20 | 10/29/12 | 10/30/12 | M-F 3-4P | M-F 3-4P | MT----- | :30 | 2 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$800.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 3:43 PM | M-F 3-4P | M-F 3-4P | :30 | RPOFNH101TVFL | \$800.00 NM |
| 2 | WPBF | Tu | 10/30/12 | 3:59 PM | M-F 3-4P | M-F 3-4P | :30 | RPOFNH101TVFL | \$800.00 NM |
| 22 | 10/29/12 | 10/30/12 | Dr. Oz | 4-5p | MT----- | :30 | 2 | \$1,000.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|----------|---------------------------------|----------------|---------------------------|----------------|----------------|----------------|---------------|
| 22 | 10/29/12 | 10/30/12 | Dr. Oz | 4-5p | MT----- | :30 | 2 | \$1,000.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| | 10/29/12 | 11/04/12 | MT----- | | | | 2 | \$1,000.00 | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | 4:11 PM | Dr. Oz | 4-5p | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 4:26 PM | Dr. Oz | 4-5p | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 24 | 10/29/12 | 10/31/12 | M-F 5pm News | 5-6pm | MTW---- | :30 | 3 | \$900.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | MTW---- | 3 | \$900.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 3 | WPBF | M | 10/29/12 | 5:56 PM | M-F 5pm News | 5-6pm | :30 | RPOFNH101TVFL | \$900.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 5:28 PM | M-F 5pm News | 5-6pm | :30 | RPOFNH101TVFL | \$900.00 NM |
| 2 | WPBF | W | 10/31/12 | 5:51 PM | M-F 5pm News | 5-6pm | :30 | MS3TV-12-007HD | \$900.00 NM |
| 26 | 10/29/12 | 10/30/12 | WPBF News 25 @ 6:00P | 6-6:30PM | MT----- | :30 | 2 | \$1,050.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | MT----- | 2 | \$1,050.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | M | 10/29/12 | 6:28 PM | WPBF News 25 @ 6:00PM | 6-6:30PM | :30 | RPOFNH101TVFL | \$1,050.00 NM |
| 1 | WPBF | Tu | 10/30/12 | 6:23 PM | WPBF News 25 @ 6:00PM | 6-6:30PM | :30 | RPOFNH101TVFL | \$1,050.00 NM |
| 28 | 10/29/12 | 10/29/12 | Jeopardy | 7:30-8PM | 1----- | :30 | 1 | \$1,700.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | 1----- | 1 | \$1,700.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 7:41 PM | Jeopardy | 7:30-8PM | :30 | RPOFNH101TVFL | \$1,700.00 NM |
| 29 | 10/29/12 | 10/31/12 | M-SUN WPBF News 25 @ 11-11:35PM | | MTW---- | :30 | 3 | \$1,000.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | MTW---- | 3 | \$1,000.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 3 | WPBF | M | 10/29/12 | 11:25 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 2 | WPBF | Tu | 10/30/12 | 11:14 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 1 | WPBF | W | 10/31/12 | 11:34 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | MS3TV-12-007HD | \$1,000.00 NM |
| 31 | 10/31/12 | 10/31/12 | Nightline | 11:35-12:05AM | --1---- | :30 | 1 | \$700.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | --1---- | 1 | \$700.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | W | 10/31/12 | 11:45 PM | Nightline | 11:35-12:05AM | :30 | MS3TV-12-007HD | \$700.00 NM |
| 32 | 10/29/12 | 10/29/12 | DWTS | 8-10P | 1----- | :30 | 1 | \$4,500.00 | NM |
| Class of Time - Pre-emptible with notice | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | 1----- | 1 | \$4,500.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | M | 10/29/12 | 9:36 PM | DWTS | 8-10P | :30 | RPOFNH101TVFL | \$4,500.00 NM |
| 33 | 11/03/12 | 11/03/12 | Sat 8-9am News | Sat 8-9am | -----1- | :30 | 1 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/29/12 | 11/04/12 | -----1- | 1 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|----------|---------------------------|----------------|---------|--------|----------------|------------|------|
| 33 | 11/03/12 | 11/03/12 | Sat 8-9am News | Sat 8-9am | -----1- | :30 | 1 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Sa 11/03/12 8:38 AM Sat 8-9am News Sat 8-9am :30 MS3TV-12-007HD \$450.00 NM | | | | | | | | | |
| 35 | 11/03/12 | 11/03/12 | Sat 7pm News | 7-730pm | -----1- | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1- 1 \$800.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Sa 11/03/12 7:53 PM Sat 7pm News 7-730pm :30 MS3TV-12-007HD \$800.00 NM | | | | | | | | | |
| LR - Football | | | | | | | | | |
| 37 | 11/04/12 | 11/04/12 | Sun 8-9am News | Sun 8-9am | -----1 | :30 | 1 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1 1 \$450.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Su 11/04/12 8:13 AM Sun 8-9am News Sun 8-9am :30 MS3TV-12-007HD \$450.00 NM | | | | | | | | | |
| 39 | 11/04/12 | 11/04/12 | Sun 630pm News | 630-7pm | -----1 | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1 1 \$800.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Su 11/04/12 6:53 PM Sun 630pm News 630-7pm :30 MS3TV-12-007HD \$800.00 NM | | | | | | | | | |
| 42 | 11/04/12 | 11/04/12 | Sun 11:35pm Late News | 1135p-12am | -----1 | :30 | 1 | \$600.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1 1 \$600.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Su 11/04/12 11:55 PM Sun 11:35pm Late News 1135p-12am :30 MS3TV-12-007HD \$600.00 NM | | | | | | | | | |
| 43 | 11/01/12 | 11/01/12 | 46TH ANNUAL CMA AW/8-11PM | | ---1--- | :30 | 1 | \$2,700.00 | NM |
| Class of Time - Pre-emptible with notice | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 ---1--- 1 \$2,700.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Th 11/01/12 9:01 PM 46TH ANNUAL CMA AWARDS 8-11PM :30 MS3TV-12-007HD \$2,700.00 NM | | | | | | | | | |
| 45 | 11/04/12 | 11/04/12 | GMA Sunday 7-8am | Sun 7-8am | -----1 | :30 | 1 | \$650.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1 1 \$650.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Su 11/04/12 7:54 AM GMA Sunday 7-8am Sun 7-8am :30 MS3TV-12-007HD \$650.00 NM | | | | | | | | | |
| 46 | 11/03/12 | 11/03/12 | M-Sun 1130p-12am Late | 1130p-1205am | -----1- | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 -----1- 1 \$800.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Sa 11/03/12 12:16 AM M-Sun 1130p-12am Late News 1130p-1205am :30 MS3TV-12-007HD \$800.00 NM | | | | | | | | | |
| LR - Football | | | | | | | | | |
| 48 | 10/29/12 | 11/02/12 | Wheel Of Fortune | 7-7:30PM | MTWTF-- | :30 | 1 | \$1,600.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/29/12 11/04/12 MTWTF-- 1 \$1,600.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|---------------------|--------------|------------------|---------------------|
| 966056-2 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12 |
| Advertiser | | Product | Estimate Number |
| RPOF/3PAC/Bogdanoff | | RPOF 3PACK B,G,G | BULLYING |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|----------|---|----------------|------------------------------|----------------|----------------|----------------|------------|----------|------------|----------|----------|------------|-------------|----------------|----------|----------|---------|------|----------|------|----|----------|---------|------------------------------|-------------|-----|----------------|------------|----|---|------|---|----------|---------|------------------|-----------|-----|----------------|---------|----|
| 48 | 10/29/12 | 11/02/12 | Wheel Of Fortune Class of Time - Fixed Non Pre-emptible | 7-7:30PM | MTWTF-- | :30 | 1 | \$1,600.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>M</td><td>10/29/12</td><td>7:24 PM</td><td>Wheel Of Fortune</td><td>7-7:30PM</td><td>:30</td><td>RPOFNH101TVFL</td><td>\$1,600.00</td><td>NM</td></tr></table> | | | | | | | | | | Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | 1 | WPBF | M | 10/29/12 | 7:24 PM | Wheel Of Fortune | 7-7:30PM | :30 | RPOFNH101TVFL | \$1,600.00 | NM | | | | | | | | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WPBF | M | 10/29/12 | 7:24 PM | Wheel Of Fortune | 7-7:30PM | :30 | RPOFNH101TVFL | \$1,600.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 49 | 11/01/12 | 11/02/12 | WPBF News 25 Mornings Class of Time - Fixed Non Pre-emptible | 5:30-5:57am | ---TF-- | :30 | 1 | \$320.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/29/12</td><td>11/04/12</td><td>---TF--</td><td>1</td><td>\$320.00</td></tr></table> | | | | | | | | | | Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | 10/29/12 | 11/04/12 | ---TF-- | 1 | \$320.00 | | | | | | | | | | | | | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10/29/12 | 11/04/12 | ---TF-- | 1 | \$320.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>Th</td><td>11/01/12</td><td>5:35 AM</td><td>WPBF News 25 Mornings @ 5:30</td><td>5:30-5:57am</td><td>:30</td><td>MS3TV-12-007HD</td><td>\$320.00</td><td>NM</td></tr></table> | | | | | | | | | | Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | 1 | WPBF | Th | 11/01/12 | 5:35 AM | WPBF News 25 Mornings @ 5:30 | 5:30-5:57am | :30 | MS3TV-12-007HD | \$320.00 | NM | | | | | | | | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WPBF | Th | 11/01/12 | 5:35 AM | WPBF News 25 Mornings @ 5:30 | 5:30-5:57am | :30 | MS3TV-12-007HD | \$320.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 50 | 11/01/12 | 11/02/12 | ACCESS HOLLYWOOD Class of Time - Immediately Pre-emptible without notice | 106x-136x | ---TF-- | :30 | 2 | \$15.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/29/12</td><td>11/04/12</td><td>---TF--</td><td>2</td><td>\$15.00</td></tr></table> | | | | | | | | | | Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | 10/29/12 | 11/04/12 | ---TF-- | 2 | \$15.00 | | | | | | | | | | | | | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10/29/12 | 11/04/12 | ---TF-- | 2 | \$15.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WPBF</td><td>Th</td><td>11/01/12</td><td>1:26 AM</td><td>ACCESS HOLLYWOOD</td><td>106x-136x</td><td>:30</td><td>MS3TV-12-007HD</td><td>\$15.00</td><td>NM</td></tr><tr><td>1</td><td>WPBF</td><td>F</td><td>11/02/12</td><td>1:24 AM</td><td>ACCESS HOLLYWOOD</td><td>106x-136x</td><td>:30</td><td>MS3TV-12-007HD</td><td>\$15.00</td><td>NM</td></tr></table> | | | | | | | | | | Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | 2 | WPBF | Th | 11/01/12 | 1:26 AM | ACCESS HOLLYWOOD | 106x-136x | :30 | MS3TV-12-007HD | \$15.00 | NM | 1 | WPBF | F | 11/02/12 | 1:24 AM | ACCESS HOLLYWOOD | 106x-136x | :30 | MS3TV-12-007HD | \$15.00 | NM |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | WPBF | Th | 11/01/12 | 1:26 AM | ACCESS HOLLYWOOD | 106x-136x | :30 | MS3TV-12-007HD | \$15.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WPBF | F | 11/02/12 | 1:24 AM | ACCESS HOLLYWOOD | 106x-136x | :30 | MS3TV-12-007HD | \$15.00 | NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Spots | | | | | | | 48 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Payment Terms 30 Days

| | |
|--------------------------|--------------------|
| <u>Gross Total</u> | \$38,650.00 |
| <u>Agency Commission</u> | \$5,797.50 |
| <u>Net Amount Due</u> | \$32,852.50 |



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 966056-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |

| Station | Account Executive | Sales Office | Sales Region |
|---------|-------------------|-----------------|--------------|
| WPBF | Mica Hansen | HRP -Washington | National |

| Advertiser | Product | Estimate Number |
|---------------------|------------------|-----------------|
| RPOF/3PAC/Bogdanoff | RPOF 3PACK B,G,G | BULLYING |

| Flight Dates | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/23/12 - 11/05/12 | 966056 | 06387640 |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast | Cash | |

| Special Handling |
|------------------|
| |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
| | | |

| Agency Ref | Advertiser Ref |
|------------|----------------|
| | |

| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/Week | Rate | Type |
|----------|--|-----------------|---------------------------------|-------------------|------------------------|----------------|------------|---------------|-------------|
| 3 | 10/23/12 | 10/24/12 | WPBF News 25 Mornings 6-7AM | | -TW---- | :30 | 2 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/22/12 | 10/28/12 | -TW---- | 2 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Tu | 10/23/12 | 6:30 AM | WPBF News 25 Mornings | 6-7AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 2 | WPBF | W | 10/24/12 | 6:44 AM | WPBF News 25 Mornings | 6-7AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 6 | 10/23/12 | 10/26/12 | Good Morning America 7-9AM | | -TWTF-- | :30 | 4 | \$550.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/22/12 | 10/28/12 | -TWTF-- | 4 | \$550.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | Tu | 10/23/12 | 8:48 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 3 | WPBF | W | 10/24/12 | 9:00 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 1 | WPBF | Th | 10/25/12 | 8:30 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 4 | WPBF | F | 10/26/12 | 7:49 AM | Good Morning America | 7-9AM | :30 | RPOFNH101TVFL | \$550.00 NM |
| 9 | 10/23/12 | 10/24/12 | Dr. Oz M-F 9-10a | 9-10a | -TW---- | :30 | 2 | \$450.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/22/12 | 10/28/12 | -TW---- | 2 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Tu | 10/23/12 | 9:55 AM | Dr. Oz M-F 9-10a | 9-10a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 2 | WPBF | W | 10/24/12 | 9:36 AM | Dr. Oz M-F 9-10a | 9-10a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 11 | 10/23/12 | 10/24/12 | 10-11a Anderson Cooper 10-11a | | -TW---- | :30 | 2 | \$450.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/22/12 | 10/28/12 | -TW---- | 2 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Tu | 10/23/12 | 10:37 AM | 10-11a Anderson Cooper | 10-11a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 2 | WPBF | W | 10/24/12 | 10:49 AM | 10-11a Anderson Cooper | 10-11a | :30 | RPOFNH101TVFL | \$450.00 NM |
| 13 | 10/23/12 | 10/24/12 | WPBF News 25 @ Noon 12pm-1230pm | | -TW---- | :30 | 2 | \$350.00 | NM |
| | Class of Time - Fixed Non Pre-emptible | | | | | | | | |
| Weeks: | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | 10/22/12 | 10/28/12 | -TW---- | 2 | \$350.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | Tu | 10/23/12 | 12:13 PM | WPBF News 25 @ Noon | 12pm-1230pm | :30 | RPOFNH101TVFL | \$350.00 NM |

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Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|---------------------|--------------|------------------|---------------------|
| 966056-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |
| Advertiser | | Product | Estimate Number |
| RPOF/3PAC/Bogdanoff | | RPOF 3PACK B,G,G | BULLYING |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|----------|--------------------------|----------------|---------|--------|----------------|------------|------|
| 13 | 10/23/12 | 10/24/12 | WPBF News 25 @ Noon | 12pm-1230pm | -TW---- | :30 | 2 | \$350.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF W 10/24/12 12:21 PM WPBF News 25 @ Noon 12pm-1230pm :30 RPOFNH101TVFL \$350.00 NM | | | | | | | | | |
| 15 | 10/23/12 | 10/24/12 | 1230-1P Access Hollywood | 1230-1p | -TW---- | :30 | 2 | \$350.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$350.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 12:48 PM 1230-1P Access Hollywood 1230-1p :30 RPOFNH101TVFL \$350.00 NM | | | | | | | | | |
| 2 WPBF W 10/24/12 12:55 PM 1230-1P Access Hollywood 1230-1p :30 RPOFNH101TVFL \$350.00 NM | | | | | | | | | |
| 17 | 10/23/12 | 10/24/12 | THE CHEW | 1P-2P | -TW---- | :30 | 2 | \$550.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$550.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 2 WPBF Tu 10/23/12 1:30 PM THE CHEW 1P-2P :30 RPOFNH101TVFL \$550.00 NM | | | | | | | | | |
| 1 WPBF W 10/24/12 1:28 PM THE CHEW 1P-2P :30 RPOFNH101TVFL \$550.00 NM | | | | | | | | | |
| 19 | 10/23/12 | 10/24/12 | GENERAL HOSPITAL | GENERAL HOSPIT | -TW---- | :30 | 2 | \$900.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$900.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 2:22 PM GENERAL HOSPITAL GENERAL HOSPIT :30 RPOFNH101TVFL \$900.00 NM | | | | | | | | | |
| 2 WPBF W 10/24/12 2:26 PM GENERAL HOSPITAL GENERAL HOSPIT :30 RPOFNH101TVFL \$900.00 NM | | | | | | | | | |
| 21 | 10/23/12 | 10/24/12 | M-F 3-4P | M-F 3-4P | -TW---- | :30 | 2 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$800.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 3:38 PM M-F 3-4P M-F 3-4P :30 RPOFNH101TVFL \$800.00 NM | | | | | | | | | |
| 2 WPBF W 10/24/12 3:59 PM M-F 3-4P M-F 3-4P :30 RPOFNH101TVFL \$800.00 NM | | | | | | | | | |
| 23 | 10/23/12 | 10/24/12 | Dr. Oz | 4-5p | -TW---- | :30 | 2 | \$1,000.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$1,000.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 4:27 PM Dr. Oz 4-5p :30 RPOFNH101TVFL \$1,000.00 NM | | | | | | | | | |
| 2 WPBF W 10/24/12 4:38 PM Dr. Oz 4-5p :30 RPOFNH101TVFL \$1,000.00 NM | | | | | | | | | |
| 25 | 10/23/12 | 10/25/12 | M-F 5pm News | 5-6pm | -TWT--- | :30 | 3 | \$900.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TWT--- 3 \$900.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 5:42 PM M-F 5pm News 5-6pm :30 RPOFNH101TVFL \$900.00 NM | | | | | | | | | |
| 3 WPBF W 10/24/12 5:14 PM M-F 5pm News 5-6pm :30 RPOFNH101TVFL \$900.00 NM | | | | | | | | | |
| 2 WPBF Th 10/25/12 5:09 PM M-F 5pm News 5-6pm :30 RPOFNH101TVFL \$900.00 NM | | | | | | | | | |
| 27 | 10/23/12 | 10/24/12 | WPBF News 25 @ 6:00PM | 6-6:30PM | -TW---- | :30 | 2 | \$1,050.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate | | | | | | | | | |
| 10/22/12 10/28/12 -TW---- 2 \$1,050.00 | | | | | | | | | |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type | | | | | | | | | |
| 1 WPBF Tu 10/23/12 6:20 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 RPOFNH101TVFL \$1,050.00 NM | | | | | | | | | |

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| | | | |
|---------------------|------------------|-----------------|---------------------|
| Invoice # | Invoice Date | Invoice Month | Invoice Period |
| 966056-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |
| Advertiser | Product | Estimate Number | |
| RPOF/3PAC/Bogdanoff | RPOF 3PACK B,G,G | BULLYING | |

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| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|----------|---------------------------------|----------------|----------------------------|----------------|----------------|---------------|---------------|
| 27 | 10/23/12 | 10/24/12 | WPBF News 25 @ 6:00PM | 6-6:30PM | -TW---- | :30 | 2 | \$1,050.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 2 | WPBF | W | 10/24/12 | 6:13 PM | WPBF News 25 @ 6:00PM | 6-6:30PM | :30 | RPOFNH101TVFL | \$1,050.00 NM |
| 30 | 10/23/12 | 10/25/12 | M-SUN WPBF News 25 @ 11-11:35PM | 11-11:35PM | -TWT--- | :30 | 3 | \$1,000.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -TWT--- | 3 | \$1,000.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Tu | 10/23/12 | 11:26 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 2 | WPBF | W | 10/24/12 | 11:28 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 3 | WPBF | Th | 10/25/12 | 11:13 PM | M-SUN WPBF News 25 @ 11PM | 11-11:35PM | :30 | RPOFNH101TVFL | \$1,000.00 NM |
| 34 | 10/27/12 | 10/27/12 | Sat 8-9am News | Sat 8-9am | -----1- | :30 | 1 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1- | 1 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Sa | 10/27/12 | 7:58 AM | Sat 8-9am News | Sat 8-9am | :30 | RPOFNH101TVFL | \$450.00 NM |
| 36 | 10/27/12 | 10/27/12 | Sat 7pm News | 7-730pm | -----1- | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1- | 1 | \$800.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Sa | 10/27/12 | 7:51 PM | Sat 7pm News | 7-730pm | :30 | RPOFNH101TVFL | \$800.00 NM |
| LR - Football | | | | | | | | | |
| 38 | 10/28/12 | 10/28/12 | Sun 8-9am News | Sun 8-9am | -----1 | :30 | 1 | \$450.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1 | 1 | \$450.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Su | 10/28/12 | 8:13 AM | Sun 8-9am News | Sun 8-9am | :30 | RPOFNH101TVFL | \$450.00 NM |
| 40 | 10/28/12 | 10/28/12 | Sun 630pm News | 630-7pm | -----1 | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1 | 1 | \$800.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Su | 10/28/12 | 6:53 PM | Sun 630pm News | 630-7pm | :30 | RPOFNH101TVFL | \$800.00 NM |
| 41 | 10/27/12 | 10/27/12 | M-Sun 1130p-12am Late | 1130p-1205am | -----1- | :30 | 1 | \$800.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1- | 1 | \$800.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Sa | 10/27/12 | 12:12 AM | M-Sun 1130p-12am Late News | 1130p-1205am | :30 | RPOFNH101TVFL | \$800.00 NM |
| LR - Football | | | | | | | | | |
| 44 | 10/28/12 | 10/28/12 | GMA Sunday 7-8am | Sun 7-8am | -----1 | :30 | 1 | \$650.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |
| | 10/22/12 | 10/28/12 | -----1 | 1 | \$650.00 | | | | |
| Spots: # | Ch | Day | Air Date | Air Time | Description | Start/End Time | Length | Ad-ID | Rate Type |
| 1 | WPBF | Su | 10/28/12 | 7:57 AM | GMA Sunday 7-8am | Sun 7-8am | :30 | RPOFNH101TVFL | \$650.00 NM |
| 47 | 10/28/12 | 10/28/12 | Sun 11:35pm Late News | 1135p-12am | -----1 | :30 | 1 | \$600.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| Weeks: | Start Date | End Date | MTWTFSS | Spots/Week | Rate | | | | |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

| | | | |
|---------------------|---------------------|------------------------|-----------------------|
| <u>Invoice #</u> | <u>Invoice Date</u> | <u>Invoice Month</u> | <u>Invoice Period</u> |
| 966056-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |
| <u>Advertiser</u> | <u>Product</u> | <u>Estimate Number</u> | |
| RPOF/3PAC/Bogdanoff | RPOF 3PACK B,G,G | BULLYING | |

www.thewpbfchannel.com

| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type |
|--|------------|------------|-----------------------|-----------------|-----------------------|-----------------------|----------------|---------------|-------------------------|
| 47 | 10/28/12 | 10/28/12 | Sun 11:35pm Late News | 1135p-12am | -----1 | :30 | 1 | \$600.00 | NM |
| Class of Time - Fixed Non Pre-emptible | | | | | | | | | |
| 10/22/12 10/28/12 -----1 1 \$600.00 | | | | | | | | | |
| <u>Spots: #</u> | <u>Ch</u> | <u>Day</u> | <u>Air Date</u> | <u>Air Time</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u> | <u>Rate</u> <u>Type</u> |
| 1 | WPBF | Su | 10/28/12 | 11:56 PM | Sun 11:35pm Late News | 1135p-12am | :30 | RPOFNH101TVFL | \$600.00 NM |
| <u>Total Spots</u> | | | | | | | 37 | | |

Payment Terms 30 Days

| | |
|--------------------------|--------------------|
| <u>Gross Total</u> | \$25,350.00 |
| <u>Agency Commission</u> | \$3,802.50 |
| <u>Net Amount Due</u> | \$21,547.50 |